



**DDA Communications Committee**  
**MINUTES**  
**Tuesday, December 16, 2014 at 11:00 a.m.**  
**Location: Conference Room B**

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**Members Present:** Kell, Thompson, Wallin

**Members Absent:** McGuire, Petroski

Kell provided an update on Midnight on Main. While things seem to be going smooth with plans to relocate the event to the East End, overall support of the event seems to be waning: sponsorships are down, sponsor support of the VIP is minimal and ticket sales for this time compared to previous years are way down, volunteer support is difficult to find. Will have to evaluate the health of this event once everything is complete for 2014.

In November, AMPM returned to present three options for a new logo design/campaign for downtown Midland. The review committee struggled to gravitate to a single, strong selection. Tisdale will route the three proposals through the DDA board and possibly the MDBA board for initial reactions to see if that brings about further consensus.

**Project Updates:**

- East End banners have been added;
- Kiosks will be updated for spring. Tisdale will follow up on a report that the kiosk near the tridge has been vandalized.
- A December downtown newsletter went out in late November featuring winter events and businesses.
- New tree lights have been installed along Main Street and have received positive reviews. Main Street really shines!

Meeting adjourned at 12:05 p.m.

Next meeting: Tuesday, February 17 - 11 a.m.